Produced by BRAC’s Economic Competitiveness team, which serves as the organization’s policy, research and advocacy arm. The Economic Competitiveness team acts as a change agent for the region’s business community, working to identify and improve policies, laws, regulations, and institutions that impact the area’s ability to attract and retain a high-quality workforce.

Ethan J. Melancon is BRAC’s policy and research project manager and staff lead for regional and state-level public policy research and reform efforts in the areas of workforce development and public education.
Where to Begin? An Annual Benchmarking Analysis

BRAC’s Regional Education and Talent Report is an annual resource used to track the Capital Region’s education performance outcomes from the earliest foundations of early childhood education to the region’s post-secondary attainment. The Regional Education and Talent Report seeks to provide a singular resource to answer four questions:

• What is regional public education today?
• Are our regional education outcomes getting better or worse?
• How does our region compare to other regions?
• Are we addressing the regional workforce needs?

To answer these questions, BRAC compiles the myriad of measures used to evaluate education attainment across the continuum. Early Education center performance, K-12 “A” through “F” District and School Performance Scores, graduation rates, and post-secondary certifications are prime indicators used as a benchmark for proficiency in the Capital Region. In addition to student achievement metrics, BRAC examines attributes of the region’s school systems such as finances, enrollment trends, and the East Baton Rouge public school portfolio of options.

BRAC analyzes a consistent set of achievement measurements to track year-over-year changes. These indicators will not only provide a baseline for attainment, but also a measuring stick for where the Capital Region is headed in the future.

The Talent Development Continuum: Cradle to Career

Education attainment at any stage of the talent development continuum is a key indicator of a region’s economic health. Realizing the importance of a skilled workforce to economic development, BRAC’s five-year strategic plan provides the foundation for all of its education and workforce policy initiatives in two of the plan’s four pillars:

• Goal 2: Cultivate the Region’s Talent
• Goal 3: Transform the Baton Rouge Area’s Quality of Life

For the Baton Rouge Area to stay economically competitive, the region must take a serious look at its current and future workforce. To properly understand the readiness of the region’s talent pipeline, the community should view talent development as a continuum. The Talent Development Continuum is comprised of three phases in the life of a Capital Region resident:

• Early Childhood Education
• K-12 Benchmarks
• Post-Secondary Attainment

The premise of the continuum is that talent development doesn't start with high school graduation and end with a post-secondary credential. It is a continuous process extending from the birth of a child to the successful entrance into the Capital Region’s workforce and beyond. It is equally the duty of regional education institutions and the area business community to seize every opportunity to expose students to high-quality programs and pathways that lead to a successful career. In so doing, we will ensure a skilled workforce pipeline for a sustainable and expanding economy.
BRAC, in partnership with the Capital Area United Way and the Louisiana Policy Institute for children, co-hosted Early Ed Week in February 2019 to raise awareness of the importance of early childcare and education in the Capital Region. With two out of three young children in Louisiana having both parents or their single parent in the workforce, early childcare is an issue for not only the workforce of tomorrow, but also of today. Yet, less than 15% of families with children under age four can access any public funding to assist with the cost of early care and education in Louisiana.

### Regional Access

<table>
<thead>
<tr>
<th>System</th>
<th>At-risk cohort of 0-3 enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ascension</td>
<td>0-10%</td>
</tr>
<tr>
<td>EBR/Baker</td>
<td>11-29%</td>
</tr>
<tr>
<td>Central</td>
<td>0-10%</td>
</tr>
<tr>
<td>East Feliciana</td>
<td>11-29%</td>
</tr>
<tr>
<td>Iberville</td>
<td>11-29%</td>
</tr>
<tr>
<td>Livingston</td>
<td>0-10%</td>
</tr>
</tbody>
</table>

### Classroom Quality

75% of Capital Region childcare centers are proficient.

<table>
<thead>
<tr>
<th>System</th>
<th>Overall score on classroom quality out of 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ascension</td>
<td>4.59</td>
</tr>
<tr>
<td>EBR/Baker</td>
<td>4.83</td>
</tr>
<tr>
<td>Central</td>
<td>5.06</td>
</tr>
<tr>
<td>East Feliciana</td>
<td>5.18</td>
</tr>
<tr>
<td>Iberville</td>
<td>5.00</td>
</tr>
<tr>
<td>Livingston</td>
<td>5.41</td>
</tr>
</tbody>
</table>

Source: Louisiana Dept. of Education

### Regional Proficiency

100% of systems provide Pre-K3.

<table>
<thead>
<tr>
<th>System</th>
<th>At-risk cohort of 0-3 enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ascension</td>
<td>Pointe Coupee 11-29%</td>
</tr>
<tr>
<td>EBR/Baker</td>
<td>St. Helena 11-29%</td>
</tr>
<tr>
<td>Central</td>
<td>WBR 11-29%</td>
</tr>
<tr>
<td>East Feliciana</td>
<td>West Feliciana 11-29%</td>
</tr>
<tr>
<td>Iberville</td>
<td>Zachary 11-29%</td>
</tr>
<tr>
<td>Livingston</td>
<td>0-10%</td>
</tr>
</tbody>
</table>

### Capital Region Early Education Week

On average, Capital Region networks serve 90-100% of at-risk four year-olds, compared to only 11-29% of at-risk birth to three year olds.

“Support efforts to increase access to Early Childhood Education for children aged birth to 5”

Source: Louisiana Dept. of Education

### BRAC 5-year Strategic Goal

Transform the Baton Rouge Area’s Quality of Life

- Regional Access
  - 100% of systems provide Pre-K3
  - 82% of systems provide Birth-2

- Classroom Quality
  - 75% of systems provide Birth-2 to three year olds

- Regional Proficiency
  - 100% of systems provide Pre-K3
Understanding the Minimum Foundation Program

Understanding district funding can be quite the feat. It is mainly comprised of three resources: federal allocations, the Louisiana Minimum Foundation Program (MFP), and local taxes (sales and property) collected by the school system over the course of the year. The state’s funding mechanism, the MFP, is a constitutionally-mandated formula recommended to the legislature by the Board of Elementary and Secondary Education (BESE) each year. Its primary purpose is to distribute state funds to local school systems, taking into account other sources and amounts of revenue to provide an equitable “floor” for each child’s education funding. For the Capital Region, the state funding formula provided an average of $5,280 per student in the 2016-2017 school year.

The region’s largest school district, EBRPSS, collected $7,144 per student in local revenue for the 2016 – 2017 school year, more than its state and federal allocation combined.

<table>
<thead>
<tr>
<th>2016-2017 EBRPSS Revenue Per Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal</td>
</tr>
<tr>
<td>State</td>
</tr>
<tr>
<td>Local</td>
</tr>
</tbody>
</table>

Source: Louisiana Dept. of Education
Note: Regional Revenue/spending per student – average of 13 Capital Region School districts
Capital Region parents may have noticed a decline in school/district performance scores over the last year. The cause is a change in the school performance metrics as the state moves towards higher accountability standards. The Student Progress Index measures how well students, regardless of where they start at the beginning of the year, are progressing toward "Mastery" throughout the year. Now accounting for 25% of elementary and middle schools’ overall performance score, parents have more insight than ever into a school’s ability to meet students where they are and help them improve.

Source: Louisiana Dept. of Education

* Strength of diploma – Achievement data based on college credit exams and industry based credentials
* Credit Accumulation in 9th grade - Credits earned through the 9th grade
GEN READY is a Capital Region STEM collaborative dedicated to improving access to high-quality STEM resources and opportunities. The Baton Rouge Area is home to global STEM industry leaders and innovators in fields such as petrochemical, technology, health sciences, and advanced manufacturing. Thus, our region’s ability to attract, develop, and retain STEM talent is vital for fostering opportunity for all citizens, economic innovation, and competitiveness.

One of the 68 nationally designated STEM Ecosystems, GEN READY imagines how community partners, in and outside of school, can work together to provide quality STEM learning in our area. GEN READY communicates a vision: A generation fully prepared for work and life; A strengthened local and regional workforce.

### English Language Arts

**Literacy Benchmark**

<table>
<thead>
<tr>
<th>4th Grade Proficiency</th>
<th>8th Grade Proficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>48% of 4th grade students in the Capital Region are achieving proficiency.</td>
<td>50% of 8th grade students in the Capital Region are below proficiency.</td>
</tr>
</tbody>
</table>

### Math

**STEM Benchmark**

<table>
<thead>
<tr>
<th>4th Grade Proficiency</th>
<th>8th Grade Proficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>39% of 4th grade students in the Capital Region are achieving proficiency.</td>
<td>69% of 8th grade students in the Capital Region are below proficiency.</td>
</tr>
</tbody>
</table>

### Regional STEM Learning Through GEN READY

The Baton Rouge Area is home to global STEM industry leaders and innovators in fields such as petrochemical, technology, health sciences, and advanced manufacturing. Thus, our region’s ability to attract, develop, and retain STEM talent is vital for fostering opportunity for all citizens, economic innovation, and competitiveness. One of the 68 nationally designated STEM Ecosystems, GEN READY reimagines how community partners, in and outside of school, can work together to provide quality STEM learning in our area. GEN READY communicates a vision: A generation fully prepared for work and life; A strengthened local and regional workforce.

### BRAC 5-year Strategic Goal

**Cultivate the Region’s Talent**

“Expand STEM learning and partnerships in PK-12 public education”

58% of Louisiana’s 4-and 5-Star jobs are STEM-intensive jobs.

– 2018 LaSTEM Report
Collegiate Baton Rouge has seen dramatic success in just its first two years of operation. Upon earning the school’s first school performance score in the fall of 2018, Collegiate Baton Rouge ranked #1 in growth among the 12 open enrollment high schools in Baton Rouge. This is particularly impressive given that throughout the Collegiate Academies network, more than 50 percent of the students access specialized services of some kind.

The school offers comprehensive options for diverse learners including a continuum of settings and services, AP courses, extracurricular activities and sports.

Over 19,000 students are taking advantage of EBR’s school choice options through charters and magnet programs.

“Improve access to high quality school choices for all families in the Baton Rouge Area”

Source: Louisiana Dept. of Education
The EBR Career and Technical Education Center (CTEC) is expanding the opportunities in STEM education in the East Baton Rouge Parish School System and aligning its programs with the workforce needs of the Capital Region. Its mission is to prepare students for the challenge of post-secondary education and a globally competitive workforce. The CTEC administration and faculty strive to provide unique opportunities for students to develop their technical skills, network with stakeholders to learn soft skills, and promote the opportunities available in the fields of information technology, healthcare manufacturing, and construction crafts. For Spring 2019, CTEC is hosting GeauxHack, an IT hackathon competition, the HOSA leadership conference for students interested in healthcare careers, and a middle school career and tech day.

**High School Completion**

Regional On-Time Graduation Rate

- 78% TOPS University Diploma
- 82% Basic Diploma
- 17% Jump Start Career Diploma
- 1% Basic Diploma

2016-2017 Industry Based Credentials (IBC) earned by Capital Region Jump Start Students

- 114 Statewide IBCs
- 675 Total IBCs Earned
- 16% Proportion of State IBCs Earned

**Readiness Indicators**

- Peer-MSA ACT Scores 2018
  - Nashville, TN: 20.3
  - Raleigh, NC: 18.7
  - Birmingham, AL: 18.5

- State ACT Score: 19.3
- Regional ACT Score: 18.8

68% of Capital Region high school graduates enrolled in 2 or 4 year college immediately after graduating in 2017.

**Connecting Students With Workforce Needs**

The EBR Career and Technical Education Center (CTEC) is expanding the opportunities in STEM education in the East Baton Rouge Parish School System and aligning its programs with the workforce needs of the Capital Region. Its mission is to prepare students for the challenge of post-secondary education and a globally competitive workforce. The CTEC administration and faculty strive to provide unique opportunities for students to develop their technical skills, network with stakeholders to learn soft skills, and promote the opportunities available in the fields of information technology, healthcare manufacturing, and construction crafts. For Spring 2019, CTEC is hosting GeauxHack, an IT hackathon competition, the HOSA leadership conference for students interested in healthcare careers, and a middle school career and tech day.

**BRAC 5-year Strategic Goal**

Cultivate the Region’s Talent

“Align workforce development systems to meet business needs”

Source: Grad rate & college enrollment, LA ACT Data - Louisiana Dept. of Education; IBCs – LA CTE Regional Targeting Final Report; ACT data – Tennessee Dept. of Ed., Alabama Department of Ed., North Carolina Dept. of Ed. Note: TN, AL, NC, and LA require all students to take the ACT. Average is determined by the student’s most recent scores; Statewide IBCs are the highest rigor credentials that lead to the highest employability skills.
Talent Demand

Capital Region Workforce

In 2019 an estimated 5,100 jobs will be created in the Baton Rouge Area. Increasing the number of students graduating from post secondary institutions and workforce training programs that are aligned with high growth occupations will help alleviate talent pipeline shortages.

In addition to training and education program alignment, talent migration trends have a considerable impact on the makeup of our available workforce. Talent migration is determined by analyzing the number of working aged citizens that move in and out of the region over the course of a year. Considered the most educated generation to date, retaining millennial talent should be a target for the Capital Region’s workforce.

Capital Region occupations with high projected employment growth:

- **16%** Construction & Manufacturing
- **15%** Healthcare
- **12%** Computer & Mathematics
- **10%** Business & Management
- **9%** Engineering

Talent Supply

39% of adults in the Baton Rouge MSA hold an Associate’s degree or higher.

2017-2018 Regional College Enrollment

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Completers</th>
<th>Top Workforce Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction &amp; Manufacturing</td>
<td>1,946</td>
<td>ABC Pelican</td>
</tr>
<tr>
<td>Healthcare</td>
<td>1,648</td>
<td>FranU</td>
</tr>
<tr>
<td>Computer &amp; Mathematics</td>
<td>436</td>
<td>LSU</td>
</tr>
<tr>
<td>Business &amp; Management</td>
<td>4,295</td>
<td>LSU</td>
</tr>
<tr>
<td>Engineering</td>
<td>1,079</td>
<td>LSU</td>
</tr>
</tbody>
</table>

Regional Completers in High Growth Occupations

48% of Capital Region adults have not completed any formal education beyond high school.

Source: National Association for Education Statistics 2018

Note: Millennials are considered any person born between 1980 and 2000, for the purpose of this report the Millennial workforce are ages 25-39.

Source: Occupations Completer data – EMSI 2018, Associates or higher - US Census 2019; College enrollment – National Association for Education Statistics 2018